

Tim Chorzempa

Salesforce Marketing Cloud Architect | Marketing Technology Lead

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Professional Summary

Salesforce Marketing Cloud solution architect and technical lead with 9 years of experience designing and delivering secure, scalable, data-driven customer experiences within a healthcare enterprise. Hands-on expertise in CloudPages, AMPscript, SSJS, SQL, Journey Builder, Automation Studio, APIs, and personalization. Translate complex business, data, UX, security, and campaign requirements into reusable platform solutions, implementation patterns, and digital experiences.

Skills

- **Salesforce Marketing Cloud:** Journey Builder, Automation Studio, CloudPages, Email Studio, MobileConnect, Data Extensions & Contact Builder, Triggered Sends
- **Development:** AMPscript, SSJS, SQL, HTML, CSS, JavaScript, jQuery, Salesforce Marketing Cloud REST and SOAP APIs
- **Personalization & Data:** Dynamic content, segmentation, subscriber attributes, encrypted URL parameters, Data Extension lookups, personalization logic, analytics implementation
- **Digital Experience:** UX/UI design, mobile email, landing pages, Adobe AEM template integration
- **Tools & Methods:** QA tools, reusable templates, campaign automation, cross-functional troubleshooting

Professional Experience

Blue Cross Blue Shield of Michigan | 2017–Present

Salesforce Marketing Cloud Development & Architecture Lead

Official title: Senior User Interface Designer | Contract: 2017–2018; Employee: 2018–Present

- **Architect**, develop, and maintain secure, scalable Marketing Cloud solutions spanning CloudPages, Journey Builder, Automation Studio, Email Studio, MobileConnect, Data Extensions, APIs, and personalized digital experiences.
- **Establish** reusable development patterns, technical documentation, QA practices, and implementation guidance that improve consistency, maintainability, and delivery quality across the platform.
- **Serve as** a technical partner to marketing, analytics, data, UX, security, and campaign teams, translating complex requirements into practical and scalable solutions.
- **Provide** technical leadership and troubleshooting for complex issues involving journeys, automations, CloudPages, personalization, API behavior, data logic, and cross-channel delivery.
- **Build** reusable campaign assets, dynamic content, data-driven workflows, and self-service utilities that extend Marketing Cloud beyond standard campaign execution.

MRM McCann | 2013–2017

Web Developer

- **Led** development of retail offer websites, rebuilding front-end infrastructure to reduce complexity and make ongoing maintenance and deployment more efficient.
- **Created** an 80-page web development guide and 25-page Facebook development guide, improving onboarding, delegation, implementation consistency, and knowledge transfer.
- **Coordinated** development tasks with offshore developers in Argentina, translating requirements into clear implementation instructions and maintaining consistency across deliverables.
- **Built and maintained** retail websites, custom Facebook pages, and animated mastheads.
- **Built, tested, and debugged** interactive-email prototypes across major inbox environments using Email on Acid, including fallback experiences for clients with limited CSS support.

Selected Solutions and Platform Impact

Secure CloudPages with Multi-Factor Member Verification

- Architected and developed a secure CloudPages authentication workflow for tens of thousands of college students who could not receive physical member ID cards while living away from their permanent addresses. The solution combined personalized email links, identity validation, AMPscript, SSJS, Data Extension-based token storage, and API-triggered one-time security codes.
- Replaced a physical-mail dependency with a scalable digital self-service process, allowing verified members to securely retrieve the identification numbers needed to activate their online accounts without transmitting sensitive information through email.

Dynamic CloudPage Testing Tool

- Created an internal testing application that allowed campaign and development teams to define Data Extension-driven scenarios, inspect field values, and preview personalized CloudPage experiences without repeatedly locating or modifying production-oriented records.
- Converted a largely manual testing process into a reusable QA workflow, making dozens of personalization combinations easier to validate and reducing the risk of content and logic defects reaching production.

QR / Short-Link Routing System

- Architected a centralized routing framework using CloudPages, AMPscript, SSJS, SQL, Data Extensions, and unique match codes to connect print campaigns with personalized digital destinations and campaign-tracking parameters.
- Separated destination logic from printed QR codes and short URLs, enabling destinations to be updated without reprinting materials while reducing reliance on externally managed routing services.

Next Best Action Personalization

- Developed configurable ranking logic that evaluated member attributes and selected the most relevant onboarding or engagement call to action, supporting more personalized digital experiences.

CloudPages Design System

- Reverse-engineered the primary Blue Cross website's design patterns and rebuilt its core templates and more than 30 reusable layout components within Salesforce Marketing Cloud, enabling CloudPages to closely match the organization's main digital brand experience. Reduced the need to design and code each landing page independently while improving brand consistency, responsive behavior, and delivery speed across campaigns.

Education

Bachelor of Arts, Digital Fine Art | University of Toledo

Associate of Applied Science in Computer Information Systems | Monroe County Community College

Professional Development

- Previously earned Salesforce Marketing Cloud Email Specialist certification; currently preparing for Marketing Cloud Engagement Administrator and Consultant credentials.
- Completing Trailhead training in Salesforce Marketing Cloud Next and related emerging platform capabilities.
- Salesforce Connections and Dreamforce attendee, with focus areas including Marketing Cloud, CloudPages, Journey Builder, personalization, Data Cloud, automation, and customer engagement strategy.
- Completed Adobe Experience Manager author and developer training.
- Use enterprise-approved generative AI tools to support technical research, documentation, prototyping, coding exploration, and solution design; experience includes Einstein Send Time Optimization and Journey decisioning capabilities.